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Country: **Poland**

Titel of the project: **I knew I used I live**

## Project details

### **Adam Siger**

Stroke Foundation ( Poland )

Award amount: €100,000

Stroke Foundation plans to run throughout Poland the campaign under the slogan "I KNEW I USED I LIVE !" The campaign will consist of a series of activities to raise awareness of stroke and the importance of atrial fibrillation in its development.

We will lead our campaign under the motto "I KNEW. I USED. I LIVE. " We would like our campaign consisted of: • the campaign website www ...., On which we will inform about all our activities, present the handouts, post news about stroke and atrial fibrillation, and a survey of knowledge of atrial fibrillation and stroke results, ending by a prize drawing among the participants; • posters and leaflets and a spot presented in the Internet, and perhaps also on TV; • the articles about stroke and atrial fibrillation and interviews with authorities in cardiology and neurology; • a series of educational picnics in major Polish cities; At the picnic, we plan to organize the measurement points, where measurements of the pulse with a focus on rhythm, pressure, glucose and cholesterol in the blood will be done together with ECG and calculation of BMI. After completing the measurements, the participant will be referred to a medical consultancy point, where the risk assessment will be made and the person will be given given tips on how to proceed. To make the picnics more attractive we shall organize the competitions in knowledge of atrial fibrillation and stroke. The best will be awarded with the prizes. • "education bus", in which the measurements and examinations will be performed, such as at the picnics for smaller cities; • learning through play - glittering chain. This will be the e-mail with the campaign logo, brief information about atrial fibrillation and stroke, rapid analysis of threats and request to forward the message. • gadgets of the campaign, distributed in different places, for example: o small devices for pulse measurements in the form of keychains with the effect of glittering, o a heart-shaped USB, o T-shirts, o lanyards, o mugs, o pens, o beer mats, o stickers on the phone, o the sticker on the car, and others. Due to the "outdoor" location of a substantial part of her campaign would like to start by September 2011 and end in December 2012. For the implementation of the campaign, we will invite to cooperation the authorities in neurology and cardiology, journalists, companies that specialize in events organization, volunteers are members of voluntary organizations and all willing to help. As for cost, the campaign has wide coverage and it is difficult to determine the details. Please include our project in the group of EUR 100 000. We believe that our proposal, if implemented, will realize the public what is atrial fibrillation, stroke, and their links. Thanks to it the knowledge of the disease, how can it can be, how to prevent it and act, if it happens will be much more popular in our society. We want the awareness of these dangerous diseases be widespread. To KNOW disease, To MAKE USE of this knowledge , means To LIVE.

## **Audience**

### **Type**

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public

### **Location**

Poland, Europe